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The invention relates to an optical device for aiming along an optical axis and visually indicating a reading area, comprising at least an illuminating assembling acting on a portion of the reading area along an optical emission path. The illuminating assembly comprises a light beam emitting source, a diaphragm having a preset shape, such diaphragm being effective to select a portion of the light beam generated by said emitting source, and a converging lens placed, on the optical emission path, downstream of the diaphragm and adapted to collimate the shaped light beam coming from the diaphragm and project it onto a portion of the reading area. The device of this invention is at once economical and accurate (i.e. capable of producing sharp images), thereby providing the user with a clear cut indication of the reading area being aimed regardless of the distance of the latter from the device.

(Fig. 1)